

DKM COLLEGE FOR WOMEN (AUTONOMOUS),VELLORE-1

DEPARTMENT OF PSYCHOLOGY (2017-2018)

III B.SC PSYCHOLOGY

15 CPS5B –CONSUMER BEHAVIOR

UNIT –I INTRODUCTION TO CONSUMER BEHAVIOR

2 Marks Questions

1. Define consumer
2. Why consumer behavior is important?
3. Define consumer behavior? [Nov 2017]
4. Who is a consumer and who is a customer? [Nov 2017]
5. Define NPD.
6. What is social marketing?

5 Marks Questions

1. Write a short note meaning and scope of consumer behavior.
2. Discuss the need to study consumer behavior.
3. Elaborate why consumer behavior is called multidisciplinary [Nov 2017]

10 Marks Questions

1. Explain the application of consumer behavior knowledge
2. What is psychoanalytic theory and its application in consumer behavior [Nov 2017]
3. Why consumer behavior is important?

UNIT –II CULTURE

2 Marks Questions

1. What is culture? [Nov 2017]
2. What is cross culture understanding?
3. What is social class in consumer behavior?
4. Define reference group. [Nov 2017]
5. What is empty nest I?
6. Name the types of reference group..
7. Write a note on bacheloehood.

8. How personal influence affect consumer behavior?
9. Give a short detail on opinion leader..

5 Marks Questions

1. Define culture. Explain cross culture understanding.
2. Elaborate the different types of reference group. [Nov 2017]
3. Discuss social class in consumer behavior.
4. Brief the variability of reference group.
5. Write a short note on cross culture understanding.
6. Who is an opinion leader? How do they influence consumer?
7. What are the marketing implications of personal influence.

10 Marks Questions

1. How the values are influencing consumer behavior?
2. Write a brief note on changing family scene.

UNIT –III PERSONALITY.

2 Marks Questions

1. Define personality
2. What is self concept?
3. Define learning.
4. Name the four elements of learning.
5. Define memory. Name the types of memory.
6. Name the difference between ID and EGO state of Freudian theory.
7. Define dogmatism.
8. What is mean by perception?
9. Define attitude.[Nov 2017]
- 10.What are project techniques? [Nov 2017]

5 Marks Questions

1. What is perceptual encoding? [Nov 2017]
2. Explain balance theory of attitude. [Nov 2017]
3. Wire in detail about trait theory.
4. Give a brief note on brand personality.
5. What is perception and what are its process?
6. Explain learning and its elements.

7. Elaborate self concept.
8. What are the characteristics of attitude?
9. What are the sources of attitude.
10. Explain the marketing strategies of changing attitude.
11. Write a note on types of memory.
12. Explain communication process.

10 Marks Questions

1. Enumerate the perception theory.
2. Explain learning theories.
3. Elaborate attitude theory.

UNIT –IV CONSUMER DECISION

2 Marks Questions

1. What is consumer decision?
2. Differentiate intercity and intracity choice.
3. What are the five groups of situational characteristics?
4. Define couponing.
5. What is pre-purchase search? [Nov 2017]
6. What is cognitive dissonance? [Nov 2017]

5 Marks Questions

1. Elaborate the situational nature of consumer decisions? [Nov 2017]
2. What are the types of consumer decisions? [Nov 2017]
3. Write a note on pre purchase, external and internal search.
4. What is purchasing process?
5. What are the factors that determining the store choice?
6. Elaborate pre purchase cognitive dissonance.
7. Write a note on product disposition.

10 Marks Questions

1. Discuss the situation that lead to problem recognition.
2. Discuss the decision process of consumer and buying pattern of organization.

UNIT –V ORGANIZATIONAL BUYING

2 Marks Questions

1. What is organizational buying? [Nov 2017]
2. Who is the gatekeeper? [Nov 2017]
3. Who is the influencer?
4. What is organisational buyer process?

5 Marks Questions

1. Write about the individual factors that influence organizational buying. [Nov 2017]
2. What are the characteristics of organizational buying? [Nov 2017]
3. What are the difference between organizational buying and final consumer?

10 Marks Questions

1. What are the factors that influence organizational buying decision?
2. Explain the organizational buying process. [Nov 2017]

Book Reference:

Consumer Behaviour and advertising management: Deepanjana Varshney (2008 edition)
